

## Customer and Stakeholder Engagement Chingford Branch

Following the closure announcement of this Branch on 09 October 2020 we have been engaging with customers and members of the local community.

### Customer and stakeholder contact

We have written to all customers who have either opened an account at this Branch, use it often or live nearby. This letter has given customers details of the nearest alternative Branches, the services available at the nearest Post Office®, how to access the Impact of Closure report, alternative ways to bank information and the bank's contact details.

Posters have been displayed at the Branch with details of the nearest HSBC UK Branch and cash machines and Post Office® counter. We have also made copies of the Impact of Closure document available at Chingford Branch.

During the Covid-19 pandemic we have been unable to hold our usual face to face meetings with customers. We have however been proactively calling customers who are reliant on Branch services to provide advice on the alternatives available to them. These customers are not registered for either Online, Mobile or Telephone banking and we have been discussing how they can use these channels to access their usual banking services. We have also discussed the availability of nearby HSBC UK Branches as well as the services available from the Post Office.

Following the closure, customers will be able to visit any HSBC UK Branch for advice and guidance on banking with us.

Our business relationship managers have also been telephoning their customers to discuss options that suit their needs.

We contacted the following key stakeholders and provided contact details should customer queries or concerns be brought to their attention:

- Citizens Advice
- Which?
- Age UK
- Alzheimer's Society

We wrote to Rt Hon Sir Iain Duncan Smith, constituency MP, on 25 February to advise the Branch would be closing in July and offered to meet to explain the reasons for the decision and to discuss how we are supporting our customers. We wrote again on 15 April to advise that, due to the impact of Covid-19, we were delaying the closure of Chingford Branch until October.

We have engaged with the nearest Post Office® to the Branch, to ensure that it is fully aware that we are closing, aware of the services it can provide to our customers and to address any questions they may have.

## **Customer and stakeholder reaction/feedback**

- We've had no contact from Rt Hon Sir Iain Duncan Smith MP since we advised him about the decision to close Chingford Branch.
- We have proactively contacted 3 of our local Post Offices® who were aware of the closure.
- Whilst speaking with our customers, either via telephone or when they come into the Branch on a best endeavors basis, we have been educating them on alternative ways to bank with HSBC. Due to COVID-19 restrictions, we have been setting a lot of our customers up for telephone banking and giving them further guidance on other platforms which are available.
- Unfortunately, our customers have raised their concerns on the closure of Chingford Branch as there is a distance to the next nearest HSBC Branch and there is no parking available on site. They would prefer to speak to a person rather than completing their banking digitally however appreciate there are digital channels available.
- Many of the customers who use Chingford Branch use the Branch for the self-service machines which they are aware they cannot do in the local post office however appreciate they can complete some banking there.


## **Follow up action taken**

- Where our customers have expressed their concern, we have helped them by educating them on alternative ways to bank.
- The Impact of Closure has been widely shared with our customers and has been helpful to cover all the need to know post the Branch closure.

## **Contacting the bank after closure**

Following the closure of this Branch if you have any questions or need advice on how to access our services you can contact us in the following ways:

- Visit any HSBC UK Branch
- Contact us on 03457 404 404 (+44 1226 261 010 from outside the UK)



**Braille, Large Print and Audio copies of this document can be provided upon request.**